

***PARTNERS OUTDOORS 2011:
HEALTH AND THE GREAT OUTDOORS, AND
GETTING MORE AMERICANS INTO THEIR GREAT OUTDOORS!***

Date: **January 23–26, 2011** (*Sunday beginning at 1 PM, with a Monday “on the road seminar,” and concluding Tuesday with dinner. Optional field trip on Wednesday.*)

Location: Gaylord Texan on Lake Grapevine
1501 Gaylord Trail
Grapevine, TX 76051-1945
www.gaylordhotels.com/texan-home.html
817-778-2000

Theme: ***Capitalizing on New Understanding of the Connections Between Health and the Great Outdoors, and Getting More Americans into Their Great Outdoors!***
Participants in Partners Outdoors 2011 will be a part of 2½ days of plenary sessions, action team meetings, and informal sharing. General sessions will focus on key initiatives underway including, Let’s Move Outside, America’s Great Outdoors, and Great Outdoors Month and its components. Presentations will be made by organizations mounting key national efforts to link Americans to the outdoors, from national leaders of Boy Scouts of America to state park leaders to initiatives, such as Take Me Fishing and the National Parks Promotion Council. Details will be offered on work to highlight the benefits of linking health and recreation policies and ways to direct compensation for improving public health to public lands and waters operations and maintenance budgets.

Action teams will develop content and strategies for using key 2011 events, including Great Outdoors Month and National Get Outdoors Day, to increase awareness and use outdoor recreation opportunities. Possible candidates include suggested language for state and local Children’s Bills of Outdoor Rights, park prescription forms and guidelines for governor’s conferences on health, and the Great Outdoors, kids and the outdoors and education in outdoor settings.

Participants also will take part in a “on the road seminar” and view creative private/public partnership operations within a major urban area, as well as learn about some of the major leisure competitors to time at public lands and waters—from the 1.6 million square foot Grapevine Mills, one of the nation’s largest destination malls with more than 30 movie screens and the Rainforest café; to the Great Wolf Lodge and Waterpark, one of 12 new complexes across the nation touting links to National Geographic Kids and the Fort Worth Zoo and a slogan that touts: “All indoors, safe, weatherproof family fun.” The tour will also stop at the Bass Pro Shops Grapevine store and learn more about its kids’ events and outdoor skills workshops, and how the company recruits support for public lands and water from its customers. The tour will then visit Silver Lake Marina, a concessioner operation on the USACE-managed Lake Grapevine, for a boat trip

with area leaders to a dinner destination at another marina on the lake.

Participation: Participation in Partners Outdoors is by invitation only and will be restricted to 125 persons. Invitations are extended by sponsoring organizations, including seven Federal agencies, the National Association of State Park Directors, and the American Recreation Coalition. Attendees hold senior management positions in the recreation and resources fields or are identified as candidates for such posts. Confirmation of attendance and room reservations at the Gaylord Texan are required by December 15, 2010.

Accommodations: Overnight accommodations and the meeting will be at the Gaylord Texan in Grapevine, Texas, a modern and large complex with 1,511 guest rooms, 4½ acres of indoor gardens and winding waterways, and extensive meeting facilities located on the shore of Lake Grapevine. The hotel is 6 minutes from DFW International Airport, between Dallas and Fort Worth. Participants are offered a special rate of \$151/night, plus a 12% occupancy fee, which is the approved Federal per diem rate for the area.

Each Federal agency partner will compile a list of its participants and forward that list to the American Recreation Coalition (ARC). Non-Federal participants will fill out a registration form and send it to ARC. The ARC will make all initial room reservations and then let all the participants know that they should call and provide credit-card information to finalize the reservation with a one-night deposit. Deposits are only refundable for cancellations received no later than five days prior to arrival.

Transportation: The Gaylord Texan is readily accessible by car and airport shuttle from DFW airport. Super-shuttle promises “first stop” service from the airport and “last pickup” on returns for a charge of \$12 each way. The hotel has an onsite car rental desk. One-way taxi fare is approximately \$22 per person, and the hotel can arrange specialized transportation for groups arriving together.

Tuition/Event Costs: Each participant will be charged a fee of \$495.00, which can be paid before the conference, or onsite at the time of registration, for all materials, meals, conference facilities, and group transportation offered in conjunction with the Partners Outdoors 2011 conference. Checks should be made payable to the “American Recreation Coalition Payment” and may be sent to:

American Recreation Coalition
1225 New York Avenue, N.W., Suite 450
Washington, D.C. 20005

No refunds for cancellations will be honored after December 15, 2010.

Provisions for guests at selected events can be arranged at an additional charge and should be requested in advance and in writing.

Displays: There will be limited areas for the display of materials relating to partnership activities between Federal agencies and for-profit enterprises. Arrangements should be made through the American Recreation Coalition at 202-682-9530.

Expected Outcomes: The central objectives of Partners Outdoors 2011 are to:

- ✓ Continue discussions from Partners Outdoors 2010 about the benefits of linking national health and natural resource policies, and especially to discuss the opportunities for developing sustainable relationship between public lands operations and maintenance fiscal needs and payments for health-related benefits gained from time at outdoor public sites.
- ✓ Increase the public's understanding about current and future competition for public leisure time and monies, including those activities that share some similarities with opportunities available on public lands and waters.
- ✓ Design and recommend one or more pilot efforts to pursue healthy places/ healthy people projects through a partnership process with healthcare leaders.
- ✓ Make recommendations to agency leadership and the recreation and tourism industries about outreach and marketing strategies that will improve public awareness of both healthy recreation opportunities and the specific benefits available through increasing participation in outdoor activities.
- ✓ Prepare participants to be channels of information to their organizations regarding such key efforts as America's Great Outdoors, Great Outdoors Month 2011, National Get Outdoors Day, and related efforts.

Attire: Dress during the meetings at Partners Outdoors 2011 will be business casual, but recreational attire will also be appropriate at most sessions.